

South Park Stakeholders Group – DISI Committee Meeting
Wednesday, July 1, 2015, 9:00 AM
1333 S. Hope St, Los Angeles, CA 90015

Committee Members: Terri Toennies, Michelle Heilpern

Staff: Jessica Lall, Priscilla Hsu, Jessica Mandelbaum, David Moreno

Guests: Jennifer Rustigian, Diran Yanikian, Terri Rubinroit

MINUTES:
Meeting called to order at 9:01 am

| <i>Item</i> | <i>Discussion</i> | <i>Action taken?</i> |
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| Public Comment /Introductions | No public comment | No action taken |
| Website Review | <p>Jessica Lall: Jennifer and Diran are presenting the site to the group for feedback on content and organization. If anything doesn't logically lead you to a page to find information, then let us know.</p> <p>Diran Yanikian: Functionality wise, website is 80% done. Has a few bugs but before launch will iron out bugs. Purpose of this is to show how the website looks.</p> <p>These are small clips of the South Park time lapse that loop but you can also freeze clips to be static. It will just pan across. If you have an announcement or pictures to add, you can add text, different buttons, animate the text on a slider program. On mobile, it's a static image that won't move—you have to click to play.</p> <p>Next section is events. We have mockups of what the news can look like, though we didn't have time to program it before this meeting.</p> <p>Jessica Lall: A comment we received from the board is that with the textured effect on pictures, it makes photos look like they're of lesser quality.</p> <p>Jennifer Rustigian: It doesn't look the same way on a computer and the other benefit to this filtered effect is that it helps level the quality of bad photos.</p> | |

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| | <p>We designed a new news page to make the headlines pop.</p> <p>(Discussion of best news format.)</p> <p>Michelle Heilpern: I like having the photos having their own message as opposed to a picture and a headline underneath.</p> <p>Jessica Mandelbaum: Is that too much black for the theme in keeping with Howk's branding?</p> <p>Terri Toennies: I think with news its fine.</p> <p>Jessica Lall: He was talking about the colored spotlights.</p> <p>Jennifer Rustigian: Generally, you can take a little more creative license when designing digital vs. print so that it comes through.</p> <p>(Group decides to use provided mock up for news format.)</p> <p>Michelle Heilpern: I understand our showcase is the Staples Center, my concern is when you're a resident and the calendar first thing coming up is the Staples Center, it doesn't feel as community-oriented.</p> <p>Jessica Lall: It will include more events in order of what's coming up but these are just the events that were easiest to pull from now. It will be all events happening in the district. We won't promote events outside of South Park unless someone pays to advertise.</p> <p>Diran Yanikian: We have a newsletter sign up on the first page. We're building a business directory of all the businesses.</p> <p>Terri Rubinroit: Can we move commercial vacancies down?</p> <p>Jessica Lall: The pictures rotate.</p> <p>Diran Yanikian: I can make it static.</p> <p>Terri Rubinroit: I would vote static, I want to be able to go to the website and find what I'm looking for but I think I'm outvoted</p> | |
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| | <p>here.</p> <p>Terri Rubinroit: Are these [category] names the ones we're using?</p> <p>Jessica Lall: We've been building out more categories and names.</p> <p>Michelle Heilpern: Can we have a link to the mobile app on the first page?</p> <p>Diran Yanikian: We're working on it. We're also planning on linking websites to business listings.</p> <p>Michelle Heilpern: Can we add a share to pinterest button?</p> <p>Diran Yanikian: I'll add a share button.</p> <p>Terri Rubinroit: Service request is on the bottom but do we want something more visible towards the top, like "see something, say something." Service request sounds like "pick up my laundry".</p> <p>Michelle Heilpern: Maybe something highlighting resident access to issue management?</p> <p>Jessica Lall: So are you saying you want to change the wording? The overarching website is meant to be for the community.</p> <p>Terri Rubinroit: There is a protection factor here that is really marketable.</p> <p>Priscilla Hsu: I think if you're looking at the About the BID that's someone who is more interested.</p> <p>Jessica Lall: Where are stats linking to our clean team and safe team? We can talk about where it can go.</p> <p>Michelle Heilpern: Somewhere it should say resident services.</p> <p>Jessica Lall: We actually don't want people going to the website to request security problems. We're really trying to</p> | |
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| | <p>promote the number more directly, especially if it is urgent, because if they send an email there's a bit more of a delay. We don't have someone live monitoring emails.</p> <p>Terri Toennies: Maybe put urgent matters in red</p> <p>Jessica Mandelbaum: I like urgent matters more than resident issues because that's a little more all-encompassing.</p> <p>Michelle Heilpern: Stakeholder services? I want something a little more encompassing.</p> <p>Terri Toennies: Stakeholders might be a little jargon heavy.</p> <p>Michelle Heilpern: Will people understand what urgent matters means?</p> <p>Jessica Lall: I hear two issues being discussed. I hear 1- for issues call the BID vs. 2- I live here, what can I expect from the BID? So what do you see as going under that?</p> <p>Michelle Heilpern: This is more of a promotional piece for the BID. Most people won't care about the detailed stuff. What they really want to know is "what do I do if I'm concerned about resident issues?"</p> <p>Jessica Lall: You're talking more of an FAQ for residents and I think that goes under live. And it'll say, "what do I do if?" and a lot of times is that the BID is not the person to call, a lot of times you need to email the council office and call the BID.</p> <p>Michelle Heilpern: I agree but I still want the word services.</p> <p>Jessica Lall: To Rubinroit's point, services sounds like you expect us to do things for you.</p> <p>Michelle Heilpern: I think About the BID is way too corporate sounding, it should be a lot more stakeholders friendly.</p> <p>Jessica Lall: I think if people have a problem, people won't be going to About the BID.</p> <p>We'll have the FAQ under Live, and again under Contact.</p> | |
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Diran Yanikian: I like the FAQ option but having it in different spots but when you click it it leads to the same page.

Terri Rubinroit: Overall, I think the website looks great and it's easy to use.

Jessica Lall: Maybe Terri and Michelle, since you guys live here, we can have you draft the questions and what we'll do is draft very simple answers. It'll be when to call, who to call, etc. We want more people calling to help us make the case when talk to these organizations about it.

Diran Yanikian: Service request. Here are the categories.

Michelle Heilpern: What is “environmental issues”?

Jessica Lall: Its human feces.

Michelle Heilpern: All you really need is my name and email so why do you need the rest of the information?

Jessica Lall: This is not the most sophisticated form, this is more to inform what's the issue, where is it, do you want a response? Our Accendo database is much more robust in terms of details.

Michelle Heilpern: I think its fine listing the things, we just need a little more elaboration on the details. They may or may not know what the services are. I assume you also deploy resources based on what the issue is. How about we add a parenthesis next to public safety (please call).

Diran Yanikian: Here is the events calendar. When you click you'll see a pop up of the event. This will have many more community events, this is just what we have now.

Terri Toennies: Is there a way for the community to send to you what's happening?

Jessica Lall: Generally people just email us but we can create a form.

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| | <p>Diran Yanikian: If it's really important, I can add its own tab if you'd like to highlight it. If you want, I can add "Want to list your event, click here" under the events calendar.</p> <p>Terri Rubinroit: I could tell you how many people don't know what a BID is.</p> <p>Michelle Heilpern: We all know what a BID is but the average person doesn't. But maybe it's better to keep it spelled BID so it doesn't look entirely business oriented.</p> <p>Jessica Lall: Can we put "Brought to you by the Business Improvement District" somewhere? I think the fact that it's the BID is more important to than the social media. Could it somehow go under the logo, under the place to be? You guys are the designers and you know what we're trying to accomplish, we just think the Business Improvement District should be spelled out within the first shot and its clear that its brought to us. When you come to the home page you want to know South Park is in Downtown Los Angeles.</p> <p>Diran Yanikian: We can add a little text line in the pink box under "Discover South Park" that says "Brought to you by the Business Improvement District (BID)"</p> <p>Jessica Lall: I'll give you feedback on the Board of Directors.</p> <p>Priscilla Hsu: Can we make text a little darker? I had a lot of trouble reading it.</p> <p>Terri Rubinroit: With the website, it is an opportunity to promote the BID and what the BID does.</p> <p>Michelle Heilpern: I think the focus is more on benefits and services.</p> | |
| Utility Box Art Design Review | <p>10 boxes are going up mid-July. Locations are pretty well dispersed around the district. We're using a local BID company to print them. Kent Twitchell mural is going up on Hope St. That's 7 murals, 10 utility boxes by July.</p> <p>Goal is to launch mural conservancy tour when we launch website.</p> | |
| IDA Award | We submitted awards to the International Downtown | |

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| Submission | Association, which all BIDs around the world can apply to. We find out late July if we win. | |
| Update | Green Carpet Event – Triple 8 TBD We will probably do something around the website instead. | No action taken |
| Announcements | <i>None</i> | No action taken |
| Next Meeting | September 9, 2015, 9:00am | |

Terri motions to adjourn meeting at 10:33.

NEXT STEPS:

- **Staff will:**

Priscilla: Add Sergio and Victor and update cell phone numbers on Staff Directory. Change Laura to Communications and Policy Manager. Office hours are 8:30 - 5pm
Tell Diran when events photos are done and business directory.
Get them an FAQ (we have one started that we hand out)

David: Please check all the phone numbers and websites.

Minutes taken by Priscilla Hsu